

ALABAMA

Select Spirits

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Dear Licensees:

The holidays come and go in a blur as we struggle to provide the best of everything for our friends and families. If you haven't already, now is the time to do a quick audit. Your customers probably have different buying habits during the holiday season than they do at any other time of the year. It's the time of year when many brands fulfill their annual sales and profit objectives because of the volume of sales driven by holiday shopping. Liquor brands spend more money in December, coinciding with their highest sales period. It's the time when every possible medium is filled with ads for the latest and greatest gift ideas. And what better way to celebrate the season than with a gift of your dad's favorite bourbon or your aunt's much sought after liqueur. After all, it is the gift-giving season. Success depends on your ability to keep your shelves stocked with fast-moving, profitable items. We encourage you to get your orders in early and to please let us know how we can better serve you.

There is ample evidence that alcohol sales increase during the holidays. As we are all aware, there are many more "drinking occasions," with every kind of party from your office to your neighborhood. As friends and family gather to celebrate the holidays or to mark special occasions, please remember that a license to sell alcohol is a privilege, not a right. It is also your right and your responsibility to refuse illegal sales to minors and to intoxicated customers. We encourage everyone to make responsible decisions to ensure safe and happy celebrations.

The ABC Board, our employees and I send out good wishes for a happy holiday season and a prosperous New Year!

Sincerely,



H.M. Gipson

